

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 394 Issue 5



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4430

Copy

| | | | | | |
|--------------------|------------------------------|--------------------------|---------------------|--------------------|--------------------|
| Client: | Pat McCrory /R/ Governor/ NC | Submission Cost: | 7225 | Campaign Ref: | E:120703005 |
| Buyer: | NC | Client/Product/Estimate: | MCCRO /ORDR /917923 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 09/17/12 to 09/23/12 | Weeks: | 1 | Order Ref: | 06217483 |
| Est./PO Number: | 06217483 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | | | Business Category: | Transactional |

| | | | | | |
|--------------|------------------|----------------|------|-------------|----------------------------------|
| Product: | McCrory 4 NC Gov | Booking Group: | WSPA | Key Market: | Greenville Spartanburg Asheville |
| Demographic: | (L) Household | Order: | | | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 09/17 | Total | Cost |
|---------------------------------------|---|----------|------|-------------|--------------|-------|------|
| 1 | M-F 3p ET / 2p CT Let's Make A Deal ...F.. | 05 | 150 | 30 Comme | Nbr of Spots | 1 | 150 |
| 2 | M-F 4-5p Judge Judy ...F.. | 04 | 225 | 30 Comme | Nbr of Spots | 1 | 225 |
| 3 | M-F 3p ET / 2p CT Let's Make A Deal M..... | 05 | 85 | 30 Comme | Nbr of Spots | 1 | 85 |
| 4 | M-F 4-5p Judge Judy M..... | 04 | 85 | 30 Comme | Nbr of Spots | 1 | 85 |
| 5 | Sat 8-9p ...S. | 06 | | 30 Comme | Nbr of Spots | | |
| 6 | Sat 9-10p ...S. | 06 | 400 | 30 Comme | Nbr of Spots | 1 | 400 |
| 7 | M-F 4-5p Judge Judy ...T... | 04 | 85 | 30 Comme | Nbr of Spots | 1 | 85 |
| 8 | M-F 4-5p Judge Judy | 04 | 85 | 30 Comme | Nbr of Spots | 1 | 85 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 34 | 34 | |
| Closed PR | | | | | 1 | 1 | |

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| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 09/17 | Total | Cost |
|---------------------------------------|---|----------|------|-------------|-------|-------|------|
| 9 | M-F 4-5p Judge Judy ..W.... | 04 | 85 | 30 Comme | 1 | 1 | 85 |
| 10 | M-F 1135p ET / 1035p CT Late Show ...F.. | 06 | 170 | 30 Comme | 1 | 1 | 170 |
| 11 | M-F 12p News ...F.. | 05 | 250 | 30 Comme | 1 | 1 | 250 |
| 12 | M-F 6a News ...F.. | 04 | 250 | 30 Comme | 1 | 1 | 250 |
| 13 | Fri 9p ET / 8p CT CSI NYF. | 05 | 900 | 30 Comme | 1 | 1 | 900 |
| 14 | M-F 1135p ET / 1035p CT Late Show M..... | 06 | 120 | 30 Comme | 1 | 1 | 120 |
| 15 | M-F 12p News M..... | 05 | 100 | 30 Comme | 1 | 1 | 100 |
| 16 | M-F 6a News M..... | 04 | 100 | 30 Comme | 1 | 1 | 100 |
| 17 | Sat 10p ET / 9p CT 48 HoursS | 06 | 600 | 30 Comme | 1 | 1 | 600 |
| 18 | Sun 1030a ET / 930a CT Face The Nation | 05 | 275 | 30 | 1 | 1 | 275 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 34 | 34 | |
| Closed P/R | | | | | 1 | 1 | |

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| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 09/17 | Total | Cost |
|---------------------------------------|---|----------|------|-------------|-------|-------|------|
| 19 | Sun 9a ET / 8a CT CBS Sunday Morning NewsS | 04 | 275 | 30 Comme | 1 | 1 | 275 |
| 20 | M-F 1135p ET / 1035p CT Late Show ...T... | 06 | 120 | 30 Comme | 1 | 1 | 120 |
| 21 | M-F 1230-2p ET CBS Soaps ...T... | 12 | 140 | 30 Comme | 1 | 1 | 140 |
| 22 | M-F 5a News ...T... | 04 | 45 | 30 Comme | 1 | 1 | 45 |
| 23 | M-F 6a News ...T... | 04 | 100 | 30 Comme | 1 | 1 | 100 |
| 24 | M-F 1135p ET / 1035p CT Late Show ...T... | 06 | 120 | 30 Comme | 1 | 1 | 120 |
| 25 | M-F 1230-2p ET CBS Soaps ...T... | 12 | 140 | 30 Comme | 1 | 1 | 140 |
| 26 | M-F 5a News ...T... | 04 | 45 | 30 Comme | 1 | 1 | 45 |
| 27 | M-F 6a News ...T... | 04 | 100 | 30 Comme | 1 | 1 | 100 |
| 28 | Wed 930-11p ET / 830-10p CT Big | 06 | 1200 | 30 Comme | 1 | 1 | 1200 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 34 | 34 | |
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| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 09/17 | Total | Cost |
|--|---|----------|------|-------------|--------------|-------|------|
| 29 | Brother W..... M-F 1135p ET / 1035p CT Late Show ..W.... | 06 | 120 | 30 Comme | Nbr of Spots | 1 | 120 |
| 30 | M-F 12p News ..W.... | 05 | 100 | 30 Comme | Nbr of Spots | 1 | 100 |
| 31 | M-F 6a News ..W.... | 04 | 100 | 30 Comme | Nbr of Spots | 1 | 100 |
| 32 | M-F 3p ET / 2p CT Let's Make A Deal MTWTF.. | 05 | 95 | 30 Comme | Nbr of Spots | 2 | 170 |
| 33 | Sat 8-9pS | 06 | 400 | 30 Comme | Nbr of Spots | 1 | 400 |
| 34 | M-F 4-5p Judge Judy M..... | 04 | 85 | 30 Comme | Nbr of Spots | 1 | 85 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 34 | 34 | |
| Closed PR | | | | | 1 | 1 | |

| Pre-emption Summary | | | | |
|---------------------|---------------|----------------|---------------|--------------------|
| Ref | Sales Product | Spot Type | Pre-empt Date | Status |
| 5 | Sat 8-9p | :30 Commercial | 09/17/12 | Closed Pre Emption |

Grand Totals

| | | Month 9 Weeks: 5 | |
|--------|------|------------------|------|
| Totals | | 09/17 | |
| Spots | 34 | | 34 |
| Cost | 7225 | | 7225 |

Grand Totals:

| | |
|--------------|----------|
| Spots: | 34 |
| Gross Total: | 7,225.00 |
| Commission: | 1,083.75 |
| Net Total: | 6,141.25 |